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ABSTRACT

The purpose of library public relations is to develop ongoing programs of contact between the librarians and the population groups that they serve. This book is a guide to creating a library public relations program or for improving an existing program. The information is divided into six sections, and sources of additional information are included at the end of the chapters. Chapter 1 discusses news releases, photo releases, and public service announcements. Chapter 2 covers how to create an exhibits program, which includes designating authority, developing a policy, identifying space, equipment and budgetary needs, preparing a schedule and publicity, and evaluating the program. Chapter 3 explains the creation of a library publication; the purpose, editorial policy, budget, distribution mechanisms, general layout, and evaluation are covered. Chapter 4 describes how to create a special event and includes developing strategies and a checklist, creating the budget, considering logistics, planning the publicity, and evaluating the event. Chapter 5 discusses desktop publishing and the importance of diversity and image and chapter 6 provides an annotated bibliography of significant resources for librarians to use when planning a public relations campaign. (Contains 15 figures.) (AEF)

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